

Message Text

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ACTION AF-06

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NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02 LAB-04

SIL-01 OMB-01 DODE-00 PA-02 USIA-15 PRS-01 NSC-05

SS-15 STR-04 CEA-01 /090 W
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R 141430Z MAR 75

FM AMEMBASSY NAIROBI

TO SECSTATE WASHDC 1895

INFO USDOC WASHDC

AMEMBASSY DAR ES SALAAM

UNCLAS NAIROBI 2188

E.O. 11652: N/A

TAGS: BEXP, KE

SUBJ: FY 1976 TRADE PROMOTION PROGRAM FOR AFRICA

REF: (A) STATE'S 048501

(B) NAIROBI'S A-26 OF MARCH 4, 1975

1. EMBASSY AGREES WITH RETENTION OF OCTOBER TRADE MISSION
IN FOOD PROCESSING AND PACKAGING AND MENTIONED IN REF A.

2. EMBASSY IN FULL AGREEMENT ON DROPPING SEPTEMBER TRADE
MISSION IN MOTOR VEHICLE MAINTENANCE FOR REASONS MENTIONED
IN REF B.

3. EMBASSY FEELS THAT PROPOSED LIVESTOCK AND POULTRY
RAISING AND PROCESSING CATALOG SHOW IN JUNE 1976 WOULD
BE EXCEPTIONALLY DIFFICULT TO PROMOTE IN KENYA.
THERE IS HEAVY GOVERNMENT INVOLVEMENT IN
DEVELOPING LIVESTOCK INDUSTRY IN KENYA, AND
ANY TRADE PROMOTION GEARED TO THIS INDUSTRY
SHOULD BE ONE THAT WOULD ATTRACT GOVERNMENT OFFICIALS
PARTICIPATION, SUCH AS TECHNICAL SALES SEMINAR.

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IF TECHNICAL SALES SEMINAR NOT POSSIBLE, CATALOG SHOW

WOULD BE OF SOME USE AND WOULD CERTAINLY ATTRACT LIMITED NUMBERS OF GOVERNMENT OFFICIALS.

4. EMBASSY MUST REGISTER ITS SERIOUS CONCERN OVER RETRENCHMENT IN FY 1976 TRADE PROMOTION PROGRAM FOR AFRICA IN GENERAL. WE ASSUME THAT IN ALLOCATING CUTS TO ACHIEVE OVERALL FIFTY PERCENT REDUCTION, USG HAS NOT PENALIZED AFRICA WITH DISPROPORTIONATE CURTAILMENT OF FUNDS. DEPARTMENT IS WELL AWARE OF AFRICAN RESENTMENT OVER WHAT THIS CONTINENT CONSIDERS VIRTUAL ABSENCE U.S. ATTENTION. MOREOVER, ORIGINAL FY 1976 TRADE-PROMOTION PROGRAM WAS ALREADY MODEST.

5. POSSIBLE DAMAGE TO U.S. INTEREST WAS PREDICTED BY SOME SIXTY REPRESENTATIVES OF U.S. FIRMS WHO HEARD ABOUT PLANNED CUT AT RESIDENCE MARCH 10 AND 11 IN AMBASSADOR'S REGULARLY SCHEDULED MEETINGS WITH BUSINESSMEN (TWO GROUPS ON SUCCESSIVE NIGHTS). BUSINESSMEN EXPRESSED SHOCK AND PROFOUND DISMAY THAT USG WAS REDUCING ITS TRADE PROMOTION PROGRAM FOR AFRICA RATHER THAN SHARPLY INCREASING IT. POINT MADE THAT IN MANY AFRICAN COUNTRIES UNITED STATES ALREADY SUFFERS BADLY FROM ADVERSE COMPARISON WITH MORE VIGORUOUS IMAGE OF EUROPE AND JAPAN IN TRADE-PROMOTION AREA. THEY DEPLORED EXPECTED DOLLAR-AND-CENTS LOSS TO THEIR INDIVIDUAL FIRMS BECUASE OF USG DEFAULT ON TRADE PROMOTION. REGARDLESS OF PRODUCT LINES PROMOTED, THEY INSISTED, EVERY U.S. TRADE PROMOTION EVENT ENHANCES GENERAL U.S. IMAGE AND HAS CAPABLE BENEFICIAL EFFECT ON THEIR ABILITY OPERATE PROFITABLY.

6. EMBOFFS AND DEPURTY ASSISTANT SECRETARY CHARLES JAMES, WHO PRESENT AT MARCH 10 MEETING, EXPLAINED BUDGET LIMITATIONS. NONETHELESS, THEY CONCEDED POSSIBLE UNDESIRABLE EFFECTS OF CUTBACK, ESPECIALLY SINCE BLACK AFRICA HAS SO RECENTLY SHOWN APPREHENSION ABOUT SINCERITY OF U.S. INTENTIONS TOWARD CONTINENT.

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